

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Yaron Reich GROUP NO.: Not Assigned
SERIAL NUMBER: Not Assigned CONFIRMATION NO.: Not Assigned
FILING DATE: Herewith EXAMINER: Not Assigned
TITLE: LBS NOWCASTING SENSITIVE ADVERTISING AND
PROMOTION SYSTEM AND METHOD

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir

INFORMATION DISCLOSURE STATEMENT

In accordance with the provisions of 37 C.F.R. 1.97 and 1.98, Applicant(s) hereby make of record the patents and publications listed on the accompanying Form PTO-1449, and other information contained herein, for consideration by the Examiner in connection with the examination of the above-identified patent application.

☐ Copies of the patents and publications are enclosed.

OR

☒ In accordance with the U.S. Patent Office's partial waiver of the requirement under 37 C.F.R. 1.98(a)(2)(i), only copies of the foreign patent documents and non-patent publications are enclosed.

In addition, Applicant(s) wish to call to the Examiner's attention the following commonly-owned, co-pending patent application(s) and patents, and Office Action(s) issued therein:

1) U.S. Application Serial No. _____, U.S. Patent No. _____, Attorney Docket No. _____, filed on _____.

REMARKS

In accordance with the provisions of 37 C.F.R. 1.97, this statement is being filed (CHECK ONE):

- ☒ (1) within three (3) months of the **filing date** of a national application other than a continued prosecution application under 37 C.F.R. 1.53(d), or within three (3) months of the **date of entry of the national stage** as set forth in 37 C.F.R. 1.491 in an international application, or before the mailing of the **first Office Action** on the merits, or before the mailing of a **first**

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- Office Action** after the filing of a request for continued examination under 37 C.F.R. 1.114;
or
- ☐ (2) after the period defined in (1) but before the mailing date of a **final Action** or a **Notice of Allowance** under 37 C.F.R. 1.311, and
- ☐ the requisite Statement is below, **OR**
- ☐ the requisite fee under 37 C.F.R. 1.17(p), namely **\$180.00**, is included herein, or
- ☐ (3) after the mailing date of a **final Action** or **Notice of Allowance** but before the payment of the **Issue Fee**, **AND**
- ☐ the requisite Statement is below, **AND**
- ☐ the requisite fee under 37 C.F.R. 1.17(p), namely **\$180.00**, is included herein.

It is respectfully requested that each of the patents and publications listed on the attached Form PTO-1449, and other information contained herein, be made of record in this application.


STATEMENT

As required under 37 C.F.R. 1.97(e), Applicant(s), through the undersigned, hereby state either that [check the appropriate space only if either (2) or (3) is checked above and the Statement is required]:

- ☐ (1) Each item of information contained in the Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application **not more than three months** prior to the filing of the Information Disclosure Statement; or
- ☐ (2) No item of information contained in the Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing this Statement after making reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to **any individual** designated in 37 C.F.R. 1.56(c) **more than three months** prior to the filing of the Information Disclosure Statement.

Respectfully submitted,

Date: July 20, 2006
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INFORMATION DISCLOSURE STATEMENT Form PTO-1449	Complete if Known	
	Application Serial No.	Not yet assigned
	Filing Date	Herewith
	First Named Inventor	Yaron Reich
	Examiner Name	Not yet assigned
	Group Art Unit	Not yet assigned
	Attorney Docket No.	NTL-002

U.S. PATENT DOCUMENTS

Examiner Initials		Document Number	Date	Name	Class	Sub Class	Filing Date if Appropriate
	A1	2002/0188506 A1	12/12/02	Smith	705	14	

FOREIGN PATENT DOCUMENTS

Examiner Initials		Document Number	Date	Country Code	Class	Sub Class	Filing Date	Abstract Only	English Language (Y/N?)

NON PATENT LITERATURE DOCUMENTS

Examiner Initials		Include name of author (in CAPITAL LETTERS), date, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue numbers, page numbers, publisher, and city where published (when appropriate).
	C1	International Search Report for International Patent Application No. PCT/IL05/00075, dated 06/27/06, 9 pages.
	C2	PARSONS, 2001, "The Association Between Daily Weather and Daily Shopping Patterns", Vol. 9(2), pp. 78-84, Australasian Marketing Journal.

Examiner Signature		Date Considered	
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